

## EAST Search History

## EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S24	361	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/04/11 09:21
S25	26849	"conversion data" or "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/04/11 09:26
S26	9341	"data repository" or "click through rate" or "performance data repository"	US-PGPUB; USPAT	OR	ON	2008/04/11 09:27
S27	124	S24 and S25	US-PGPUB; USPAT	OR	ON	2008/04/11 09:27
S28	104	S26 and S27	US-PGPUB; USPAT	OR	ON	2008/04/11 09:27
S29	2	("2002/0165849").URFN.	USPAT	OR	ON	2008/04/11 09:30
S30	2	("2002/0165849").URFN.	USPAT	OR	ON	2008/04/11 14:39
S31	361	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/04/11 14:44
S32	26849	"conversion data" or "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/04/11 14:44
S33	124	S31 and S32	US-PGPUB; USPAT	OR	ON	2008/04/11 14:44
S34	361	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/04/11 14:45
S35	118	S34 and "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/04/11 14:45
S36	156	S34 and ("conversion rate" or "conversion tracking" or conversion)	US-PGPUB; USPAT	OR	ON	2008/04/11 14:47
S37	5589	"paid listing" or "paid search" or "pay for performance" or "ppc"	US-PGPUB; USPAT	OR	ON	2008/04/11 14:49
S38	156	S37 and S36	US-PGPUB; USPAT	OR	ON	2008/04/11 14:49
S39	361	S31 and S37	US-PGPUB; USPAT	OR	ON	2008/04/11 14:52
S40	213	S32 and S37	US-PGPUB; USPAT	OR	ON	2008/04/11 14:53
S41	2	("2002/0165849").URFN.	USPAT	OR	ON	2008/04/11 15:01

S42	970	google	USPAT	OR	ON	2008/04/11 15:06
S43	116865	google and conversion tracking	USPAT	OR	ON	2008/04/11 15:07
S44	2	google and "conversion tracking"	USPAT	OR	ON	2008/04/11 15:08
S45	8	("20020082923"   "20020082941"   "20020147646"   "20030110225"   "20040249709"   "20040267725"   "20050060318"   "20050096980").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2008/04/11 15:08
S46	45	("20020004735"   "20030149937"   "20030149938"   "5659732"   "5704060"   "5717923"   "5724424"   "5724521"   "5724524"   "5742816"   "5748954"   "5752238"   "5768521"   "5778367"   "5794210"   "5826241"   "5848397"   "5848407"   "5852820"   "5855008"   "5862223"   "5864845"   "5864846"   "5895470"   "5903882"   "5918014"   "5920854"   "5920859"   "5924090"   "5930777"   "6014664"   "6028605"   "6073135"   "6078866"   "6182065"   "6269361"   "6285987"   "6285999"   "6353825"   "6356898"   "6385602"   "6389436"   "6654743"   "6665665"   "6785671").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2008/04/11 15:10
S47	45	("20020004735"   "20030149937"   "20030149938"   "5659732"   "5704060"   "5717923"   "5724424"   "5724521"   "5724524"   "5742816"   "5748954"   "5752238"   "5768521"   "5778367"   "5794210"   "5826241"   "5848397"   "5848407"   "5852820"   "5855008"   "5862223"   "5864845"   "5864846"   "5895470"   "5903882"   "5918014"   "5920854"   "5920859"   "5924090"   "5930777"   "6014664"   "6028605"   "6073135"   "6078866"	US-PGPUB; USPAT; USOCR	OR	ON	2008/04/11 15:10

		"6182065"   "6269361"   "6285987"   "6285999"   "6353825"   "6356898"   "6385602"   "6389436"   "6654743"   "6665665"   "6785671").PN.				
S48	9397	"data repository" or "click through rate" or "performance data repository" or "referral tracking" or "referral monitor \$3"	US-PGPUB; USPAT	OR	ON	2008/04/11 15:16
S49	195	S48 and S37	US-PGPUB; USPAT	OR	ON	2008/04/11 15:16
S50	118	S48 and S36	US-PGPUB; USPAT	OR	ON	2008/04/11 15:21
S51	36229	"search engine" or "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/04/11 15:26
S52	386	"search engine" and "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/04/11 15:27
S53	5597	paid adj search or ppc or online adj advertis\$3 and "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/04/11 15:29
S54	143	(S37 and S36) and sales	US-PGPUB; USPAT	OR	ON	2008/04/11 15:34
S55	36	("5659732"   "5717923"   "5724424"   "5724521"   "5724524"   "5748954"   "5752238"   "5754939"   "5768521"   "5778367"   "5794210"   "5826241"   "5848397"   "5848407"   "5852820"   "5855008"   "5862223"   "5864845"   "5864846"   "5903882"   "5918014"   "5920854"   "5920859"   "6078866"   "6108639"   "6125361"   "6269361"   "6285987"   "6296361"   "6421675"   "6584493"   "6611840"   "6640218"   "6654725"   "6763334"   "6791582").PN.	US-PGPUB; USPAT	OR	ON	2008/04/14 08:10

S56	0	("5659732"   "5717923"   "5724424"   "5724521"   "5724524"   "5748954"   "5752238"   "5754939"   "5768521"   "5778367"   "5794210"   "5826241"   "5848397"   "5848407"   "5852820"   "5855008"   "5862223"   "5864845"   "5864846"   "5903882"   "5918014"   "5920854"   "5920859"   "6078866"   "6108639"   "6125361"   "6269361"   "6285987"   "6296361"   "6421675"   "6584493"   "6611840"   "6640218"   "6654725"   "6763334"   "6791582"). PN.).PN.	US-PGPUB; USPAT	OR	OFF	2008/04/14 08:10
S57	11	S55 and sale\$2	US-PGPUB; USPAT	OR	ON	2008/04/14 09:10
S58	361	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/04/14 09:42
S59	156	S58 and ("conversion rate" or "conversion tracking" or conversion)	US-PGPUB; USPAT	OR	ON	2008/04/14 09:42
S60	9397	"data repository" or "click through rate" or "performance data repository" or "referral tracking" or "referral monitor \$3"	US-PGPUB; USPAT	OR	ON	2008/04/14 09:42
S61	1	(S60 and S59) and monetized	US-PGPUB; USPAT	OR	ON	2008/04/14 09:42
S62	117	(S60 and S59) and sale\$2	US-PGPUB; USPAT	OR	ON	2008/04/14 09:43
S63	69	(S60 and S59) and ppc	US-PGPUB; USPAT	OR	ON	2008/04/14 09:44
S64	100	conversion adj rate and ppc	US-PGPUB; USPAT	OR	ON	2008/04/14 09:45
S66	131	conversion adj rate and "pay per click"	US-PGPUB; USPAT	OR	ON	2008/04/14 09:46
S67	4	("20010051911"   "20010051940"   "6078866"   "6269361").PN.	US-PGPUB; USPAT	OR	ON	2008/04/14 10:00
S68	361	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/04/15 09:42
S69	156	S68 and ("conversion rate" or "conversion tracking" or conversion)	US-PGPUB; USPAT	OR	ON	2008/04/15 09:42

S70	0	order\$3 adj advertisements and performance and conversion and ppc and pay adj per adj click	US-PGPUB; USPAT	OR	ON	2008/04/15 09:51
S71	0	order\$3 adj advertisement and performance and conversion and ppc and pay adj per adj click	US-PGPUB; USPAT	OR	ON	2008/04/15 09:52
S72	333	order\$3 adj advertisement	US-PGPUB; USPAT	OR	ON	2008/04/15 09:52
S73	81	performance and conversion and ppc and pay adj per adj click	US-PGPUB; USPAT	OR	ON	2008/04/15 09:52
S74	0	S72 and S73	US-PGPUB; USPAT	OR	ON	2008/04/15 09:52
S75	62	ordering adj advertisements	US-PGPUB; USPAT	OR	ON	2008/04/15 09:54
S76	361	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/04/15 09:54
S77	0	S75 and S76	US-PGPUB; USPAT	OR	ON	2008/04/15 09:54
S78	0	"10112654"	US-PGPUB; USPAT	OR	ON	2008/04/15 09:56
S79	15	"10/112654"	US-PGPUB; USPAT	OR	ON	2008/04/15 09:56
S80	0	("10/112654").CCLS.	US-PGPUB; USPAT	OR	OFF	2008/04/15 09:56
S81	0	(10/112654).APP.	US-PGPUB; USPAT	OR	OFF	2008/04/15 09:56
S82	0	(2003/0046161).CCLS.	US-PGPUB; USPAT	OR	OFF	2008/04/15 09:57
S83	1	("20030046161").FN.	US-PGPUB; USPAT	OR	OFF	2008/04/15 09:57
S84	0	(10/805870).APP.	US-PGPUB; USPAT	OR	OFF	2008/04/15 13:35
S85	0	"10805870"	US-PGPUB; USPAT	OR	ON	2008/04/15 13:35
S86	1	"10/805870"	US-PGPUB; USPAT	OR	ON	2008/04/15 13:35

S87	50	((("20010042064") or ("20010044837") or ("20010047354") or ("20010051940") or ("20020165849") or ("20030028529") or ("20030033292") or ("20030120646") or ("20030208474") or ("20030212648") or ("20030216930") or ("20040044571") or ("20040133471") or ("20040220914") or ("20050065928") or ("20050149396") or ("20050154717") or ("20050154718") or ("20050216448") or ("20050223000") or ("20050256766") or ("20050289120") or ("20060100988") or ("20060136404") or ("20060143096") or ("20060155728") or ("20060190354") or ("20060206355") or ("20060212437") or ("20060212447") or ("20070160184") or ("20070174124") or ("20080059258") or ("20080082419") or ("20080097969") or ("6269361") or ("6564208") or ("6711567") or ("6968513") or ("6978263") or ("6983272") or ("7035812") or ("7043471") or ("7054857") or ("7076479") or ("7092901") or ("7110993") or ("7295996") or ("7363254") or ("7363300"))).PN.	US-PGPUB; USPAT	OR	OFF	2008/05/23 09:50
S88	50	((("20010034734") or ("20010042122") or ("20020152288") or ("20030135441") or ("20030220866") or ("20040039733") or ("20040107296") or ("20040122926") or ("20040133471") or ("20040162757") or ("20050065928") or ("20050071245") or ("20050086064") or	US-PGPUB; USPAT	OR	OFF	2008/05/23 12:52

		( ("20050097601") or ("20050154717") or ("20050154718") or ("20050171708") or ("20050182657") or ("20050192820") or ("20050192930") or ("20050223000") or ("20050256766") or ("20060026062") or ("20060093120") or ("20060206517") or ("20060224444") or ("20060248035") or ("20070010955") or ("20070043634") or ("20070061195") or ("20070072138") or ("20070100718") or ("20070162329") or ("20070219893") or ("20080005268") or ("20080046411") or ("20080059258") or ("20080059523") or ("20080071774") or ("4874177") or ("6625507") or ("6639138") or ("6865581") or ("6983272") or ("6999563") or ("7197408") or ("7219162") or ("7254572") or ("7324911") or ("7363300")). FN.				
S89	1	("20050154718").FN.	US-PGPUB; USPAT	OR	OFF	2008/05/23 12:53
S90	1	("20050256766").FN.	US-PGPUB; USPAT	OR	OFF	2008/05/23 12:55
S91	1	("20060206517").FN.	US-PGPUB; USPAT	OR	OFF	2008/05/23 12:56
S92	371	"paid listing" or "paid search" or "pay for performance"	US-PGPUB; USPAT	OR	ON	2008/05/23 18:05
S93	27135	"conversion data" or "conversion rate"	US-PGPUB; USPAT	OR	ON	2008/05/23 18:05
S94	124	S92 and S93	US-PGPUB; USPAT	OR	ON	2008/05/23 18:05
S95	5586	S94 or ctr	US-PGPUB; USPAT	OR	ON	2008/05/23 18:05
S96	5586	S94 or "ctr"	US-PGPUB; USPAT	OR	ON	2008/05/23 18:06
S97	23	S94 and "ctr"	US-PGPUB; USPAT	OR	ON	2008/05/23 18:06

S98	8632	S94 and "search listing" or "search web page" or "search term"	US-PGPUB; USPAT	OR	ON	2008/05/23 18:08
S99	9065	"search listing" or "search web page" or "search term"	US-PGPUB; USPAT	OR	ON	2008/05/23 18:08
S100	9615	"data repository" or "click through rate" or "performance data repository"	US-PGPUB; USPAT	OR	ON	2008/05/23 18:09
S101	153	S92 and S99 and S100	US-PGPUB; USPAT	OR	ON	2008/05/23 18:09
S102	148	S101 and rank\$3	US-PGPUB; USPAT	OR	ON	2008/05/23 18:13
S103	91	S102 and desir\$3	US-PGPUB; USPAT	OR	ON	2008/05/23 18:15
S104	788	"side bar" and "search Term" or "Search Listing"	US-PGPUB; USPAT	OR	ON	2008/05/27 11:48
S105	268	"paid search"	US-PGPUB; USPAT	OR	ON	2008/05/27 11:50
S106	93	S104 and S105	US-PGPUB; USPAT	OR	ON	2008/05/27 11:50
S107	5	"side bar" and "search listing"	US-PGPUB; USPAT	OR	ON	2008/05/27 11:52
S108	1	"side bar" and "paid search"	US-PGPUB; USPAT	OR	ON	2008/05/27 11:54
S109	5	"side bar" and "search listing"	US-PGPUB; USPAT	OR	ON	2008/05/27 11:54
S110	96	"side bar" and "search term"	US-PGPUB; USPAT	OR	ON	2008/05/27 11:54
S111	636	"side bar" and search	US-PGPUB; USPAT	OR	ON	2008/05/27 11:57
S112	152	"side bar" and "search result"	US-PGPUB; USPAT	OR	ON	2008/05/27 11:57
S113	12395	"side bar"	US-PGPUB; USPAT	OR	ON	2008/05/27 11:59
S114	27744	"search result" or "search listing" or "search term"	US-PGPUB; USPAT	OR	ON	2008/05/27 12:00
S115	68	S113 same S114	US-PGPUB; USPAT	OR	ON	2008/05/27 12:01
S116	340	"side bar" and listing	US-PGPUB; USPAT	OR	ON	2008/05/27 12:04
S117	78374	"web page"	US-PGPUB; USPAT	OR	ON	2008/05/27 12:05
S118	149	S116 and S117	US-PGPUB; USPAT	OR	ON	2008/05/27 12:05
S119	169867	listing	US-PGPUB; USPAT	OR	ON	2008/05/27 12:07
S120	5	S113 same S117 same S119	US-PGPUB; USPAT	OR	ON	2008/05/27 12:07



S121	1	("20030046161").PN.	US-PGPUB; USPAT	OR	OFF	2008/05/27 14:16
S125	1	"20030014331"	US-PGPUB; USPAT	OR	ON	2008/05/29 13:12
S129	1	ep-1282051\$.did.	DERWENT	OR	ON	2008/05/29 13:18
S142	1	wo-9941694-\$.did.	DERWENT	OR	ON	2008/05/29 13:45
S143	1	wo-0182178-\$.did.	DERWENT	OR	ON	2008/05/29 13:47
S144	10	("20020123988"   "20020133481"   "6223215"   "6526440"   "6529903"   "6615209"   "6658423"   "6678681").PN.	DERWENT	OR	ON	2008/05/29 13:56
S146	1	"20020152204"	DERWENT	OR	ON	2008/05/29 13:58
S149	1	"20030135490"	DERWENT	OR	ON	2008/05/29 13:59
S150	1	"20030172075"	DERWENT	OR	ON	2008/05/29 14:00
S151	1	wo-0227529-\$.did.	DERWENT	OR	ON	2008/05/29 14:00
S153	8	("20020123988"   "20020133481"   "6223215"   "6526440"   "6529903"   "6615209"   "6658423"   "6678681").PN.	US-PGPUB; USPAT	OR	ON	2008/05/29 14:02
S154	386	"side bar" and listing	US-PGPUB; USPAT	OR	ON	2009/01/10 23:48
S155	88622	"web page"	US-PGPUB; USPAT	OR	ON	2009/01/10 23:48
S156	175	S154 and S155	US-PGPUB; USPAT	OR	ON	2009/01/10 23:48
S157	4	S156 and (expected adj click)	US-PGPUB; USPAT	OR	ON	2009/01/10 23:48
S158	113	expected adj click	US-PGPUB; USPAT	OR	ON	2009/01/10 23:54
S159	52	expected adj click adj through	US-PGPUB; USPAT	OR	ON	2009/01/10 23:56
S160	1	wo-02063514-\$.did.	DERWENT	OR	ON	2009/01/11 00:04
S161	1	("20030046161").PN.	US-PGPUB; USPAT	OR	OFF	2009/01/13 14:43
S162	1	("20030220837").PN.	US-PGPUB; USPAT	OR	OFF	2009/06/06 05:58
S163	2	(US-20030046161-\$ or US- 20030220837-\$).did.	US-PGPUB	OR	OFF	2009/06/06 05:58
S164	0	("2andconversion").PN.	US-PGPUB; USPAT	OR	OFF	2009/06/06 05:58

S165	2	S163 and conversion	US-PGPUB; USPAT	OR	OFF	2009/06/06 05:59
S166	1	("20040167845").FN.	US-PGPUB; USPAT	OR	OFF	2009/06/06 06:07
S168	50	(("20010034734") or ("20010042122") or ("20020152288") or ("20030135441") or ("20030220866") or ("20040039733") or ("20040107296") or ("20040122926") or ("20040133471") or ("20040162757") or ("20050065928") or ("20050071245") or ("20050086064") or ("20050097601") or ("20050154717") or ("20050154718") or ("20050171708") or ("20050182657") or ("20050192820") or ("20050192930") or ("20050223000") or ("20050256766") or ("20060026062") or ("20060093120") or ("20060206517") or ("20060224444") or ("20060248035") or ("20070010955") or ("20070043634") or ("20070061195") or ("20070072138") or ("20070100718") or ("20070162329") or ("20070219893") or ("20080005268") or ("20080046411") or ("20080059258") or ("20080059523") or ("20080071774") or ("4874177") or ("6625507") or ("6639138") or ("6865581") or ("6983272") or ("6999563") or ("7197408") or ("7219162") or ("7254572") or ("7324911") or ("7363300")). FN.	US-PGPUB; USPAT	OR	OFF	2009/07/07 17:44
S169	34	S168 and actual	US-PGPUB; USPAT	OR	OFF	2009/07/07 17:44

S170	0	("20020123988"   "20020133481"   "6223215"   "6526440"   "6529903"   "6615209"   "6658423"   "6678681").PN.).PN.	US-PGPUB; USPAT	OR	OFF	2009/07/07 17:46
S171	8	("20020123988"   "20020133481"   "6223215"   "6526440"   "6529903"   "6615209"   "6658423"   "6678681").PN.	US-PGPUB; USPAT	OR	OFF	2009/07/07 17:46
S172	23	("20020123988"   "20020133481"   "20020152204"   "20030014331"   "20030033292"   "20030046161"   "20030135490"   "20030172075"   "20030220837"   "20040167845"   "20050080771"   "6223215"   "6269361"   "6326962"   "6360227"   "6434550"   "6526440"   "6529903"   "6615209"   "6643639"   "6647383"   "6658423"   "6678681").PN.	US-PGPUB; USPAT	OR	OFF	2009/07/07 17:46
S173	4	S168 and actual adj performance	US-PGPUB; USPAT	OR	OFF	2009/07/07 17:49
S174	1	("20060116926").PN.	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:09
S175	255	actual adj effectiveness	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:16
S176	221	expected adj effectiveness	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:16
S177	0	S175 near S176	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:16
S178	2	S175 same S176	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:16
S179	26	S175 and (advertis\$6)	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:17
S180	11	S179 and (optimi\$6)	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:20
S181	223	current adj performance same (expected or anticipated or predicted or planned)	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:23
S182	8	current adj performance near (expected or anticipated or predicted or planned)	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:23

S183	986	actual adj performance same (expected or anticipated or predicted or planned)	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:25
S184	138	actual adj performance near (expected or anticipated or predicted or planned)	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:25
S185	9623	705/14	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:26
S186	7696	(705/14).CQLS.	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:26
S187	10	S186 and S183	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:26
S188	3	S186 and S184	US-PGPUB; USPAT	OR	OFF	2009/07/07 18:27
S189	15	(US-20040039733-\$ or US-20020165849-\$ or US-20030105677-\$ or US-20010051911-\$ or US-20010051940-\$ or US-20030014331-\$ or US-20060095336-\$ or US-20030033196-\$ or US-20040220914-\$ or US-20030046161-\$).did. or (US-6286002-\$ or US-6078866-\$ or US-6269361-\$ or US-6285987-\$ or US-6665653-\$).did. or (WO-0182178-A-\$ or WO-9941694-A-\$).did.	US-PGPUB; USPAT; DERWENT	OR	OFF	2009/07/09 14:52
S190	12	S189 and click adj through	US-PGPUB; USPAT	OR	OFF	2009/07/09 15:03
S191	0	S189 and click adj through near (user or publisher)	US-PGPUB; USPAT	OR	OFF	2009/07/09 15:04
S192	6	S189 and click adj through same (user or publisher)	US-PGPUB; USPAT	OR	OFF	2009/07/09 15:04
S193	15	(US-20040039733-\$ or US-20020165849-\$ or US-20030105677-\$ or US-20010051911-\$ or US-20010051940-\$ or US-20030014331-\$ or US-20060095336-\$ or US-20030033196-\$ or US-20040220914-\$ or US-20030046161-\$).did. or (US-6286002-\$ or US-6078866-\$ or US-6269361-\$ or US-6285987-\$ or US-6665653-\$).did. or (WO-0182178-A-\$ or WO-9941694-A-\$).did.	US-PGPUB; USPAT; DERWENT	OR	OFF	2009/07/09 18:17
S194	14	S193 and (set or group or collectio)	US-PGPUB; USPAT	OR	OFF	2009/07/09 18:23

S195	4	S193 and (set or group or collectio) near listing	US-PGPUB; USPAT	OR	OFF	2009/07/09 18:24
S196	9	S193 and (set or group or collectio) same listing	US-PGPUB; USPAT	OR	OFF	2009/07/09 18:27
S197	126155	S193 and promote group and listing	US-PGPUB; USPAT	OR	OFF	2009/07/09 18:28
S198	50	((("20010042064") or ("20010047354") or ("20010051940") or ("20030028529") or ("20030033292") or ("20030120646") or ("20030208474") or ("20030212648") or ("20040133471") or ("20040162757") or ("20040220914") or ("20050004835") or ("20050065928") or ("20050149396") or ("20050154717") or ("20050154718") or ("20050223000") or ("20050256766") or ("20050289120") or ("20060100988") or ("20060136404") or ("20060143096") or ("20060155728") or ("20060190354") or ("20060206355") or ("20060212437") or ("20060212447") or ("20070067225") or ("20080040329") or ("20080059258") or ("20080097969") or ("20080255937") or ("20080313164") or ("20090119261") or ("20090119276") or ("20090171746") or ("6269361") or ("6564208") or ("6711567") or ("6978263") or ("6983272") or ("7035812") or ("7043471") or ("7054857") or ("7076479") or ("7092901") or ("7110993") or ("7363300") or ("7464079") or ("7483886"))). FN.	US-PGPUB; USPAT	OR	OFF	2009/07/20 08:45
S199	42	S198 and click adj through	US-PGPUB; USPAT	OR	OFF	2009/07/20 10:51
S200	0	S198 and click adj through near user adj defined	US-PGPUB; USPAT	OR	OFF	2009/07/20 10:52

S201	0	S198 and click adj through same user adj defined	US-PGPUB; USPAT	OR	OFF	2009/07/20 10:52
S202	0	S198 and click adj through near user	US-PGPUB; USPAT	OR	OFF	2009/07/20 10:52
S203	18	S198 and click adj through same user	US-PGPUB; USPAT	OR	OFF	2009/07/20 10:52
S204	49	S198 and set	US-PGPUB; USPAT	OR	OFF	2009/07/20 11:13
S205	0	S198 and set adj listing	US-PGPUB; USPAT	OR	OFF	2009/07/20 11:14
S206	270	set adj listing	US-PGPUB; USPAT	OR	OFF	2009/07/20 11:16
S207	4	(set adj listing) near group	US-PGPUB; USPAT	OR	OFF	2009/07/20 11:16
S208	3	S198 and set near listing	US-PGPUB; USPAT	OR	OFF	2009/07/20 11:23
S209	0	S208 and promote near set	US-PGPUB; USPAT	OR	OFF	2009/07/20 11:55
S210	1	S208 and promote same set	US-PGPUB; USPAT	OR	OFF	2009/07/20 11:55
S211	6270	normalize same "click through rate" or ctr	US-PGPUB; USPAT	OR	OFF	2009/08/03 01:50
S212	19	normalize same ("click through rate" or ctr)	US-PGPUB; USPAT	OR	OFF	2009/08/03 01:51
S213	3	normalize near ("click through rate" or ctr)	US-PGPUB; USPAT	OR	OFF	2009/08/03 01:53
S214	104	normaliz\$6 same ("click through rate" or ctr)	US-PGPUB; USPAT	OR	OFF	2009/08/03 01:58
S215	26	normaliz\$6 near ("click through rate" or ctr)	US-PGPUB; USPAT	OR	OFF	2009/08/03 01:58
S216	49	(US-20050154718-\$ or US-20050256766-\$ or US-20010042064-\$ or US-20010047354-\$ or US-20010051940-\$ or US-20030028529-\$ or US-20030033292-\$ or US-20030120646-\$ or US-20030208474-\$ or US-20030212648-\$ or US-20050223000-\$ or US-20060100988-\$ or US-20060136404-\$ or US-20060143096-\$ or US-20060155728-\$ or US-20060190354-\$ or US-20060206355-\$ or US-20060212437-\$ or US-20060212447-\$ or US-20090119276-\$ or US-20050154717-\$ or US-20040220914-\$ or US-	US-PGPUB; USPAT	OR	OFF	2009/08/03 02:08

		20050065928-\$ or US-20050149396-\$ or US-20080255937-\$ or US-20050004835-\$).did. or (US-20080040329-\$ or US-20080059258-\$ or US-20080097969-\$ or US-20080313164-\$ or US-20090119261-\$ or US-20090171746-\$ or US-20040133471-\$ or US-20040162757-\$ or US-20070067225-\$).did. or (US-6269361-\$ or US-6564208-\$ or US-6711567-\$ or US-6978263-\$ or US-6983272-\$ or US-7035812-\$ or US-7043471-\$ or US-7054857-\$ or US-7076479-\$ or US-7092901-\$ or US-7110993-\$ or US-7363300-\$ or US-7464079-\$ or US-7483886-\$).did.				
S217	13	S216 and normaliz\$6	US-PGPUB; USPAT	OR	OFF	2009/08/03 02:08
S218	5	S217 and normaliz\$6 same ("click through rate" or ctr)	US-PGPUB; USPAT	OR	OFF	2009/08/03 02:12
S219	2	S216 and demoted	US-PGPUB; USPAT	OR	OFF	2009/08/03 03:19
S220	275	location and side adj bar and listing	US-PGPUB; USPAT	OR	OFF	2009/08/03 03:24
S221	190	S220 and search	US-PGPUB; USPAT	OR	OFF	2009/08/03 03:25
S222	54	location same side adj bar and listing	US-PGPUB; USPAT	OR	OFF	2009/08/03 03:26
S223	74	location same sidebar and listing	US-PGPUB; USPAT	OR	OFF	2009/08/03 03:28
S224	17	location same sidebar same listing	US-PGPUB; USPAT	OR	OFF	2009/08/03 03:28
S225	265	google and sponsored adj links	US-PGPUB; USPAT	OR	OFF	2009/08/03 03:32
S226	524	advertis\$6 and sidebar	US-PGPUB; USPAT	OR	OFF	2009/08/03 03:47
S227	148	advertis\$6 and sidebar and listing and search	US-PGPUB; USPAT	OR	OFF	2009/08/03 03:47
S228	88982	user adj defined same CTR or click	US-PGPUB; USPAT	OR	OFF	2009/08/04 18:26
S229	735	user adj defined same (CTR or click)	US-PGPUB; USPAT	OR	OFF	2009/08/04 18:26
S230	16	user adj defined near (CTR or click)	US-PGPUB; USPAT	OR	OFF	2009/08/04 18:26

S231	20	expected adj CTR	US-PGPUB; USPAT	OR	OFF	2009/08/04 18:27
S232	55	expected adj click near through	US-PGPUB; USPAT	OR	OFF	2009/08/04 18:29
S233	4	(US-20030046161-\$ or US- 20030220837-\$ or US- 20040167845-\$ or US- 20030033292-\$).did.	US-PGPUB	OR	OFF	2009/08/04 18:39
S234	2	S233 and expected	US-PGPUB; USPAT	OR	OFF	2009/08/04 18:39
S235	1	"20050154718"	US-PGPUB; USPAT	OR	OFF	2009/08/04 18:41
S236	1	S235 and expected	US-PGPUB; USPAT	OR	OFF	2009/08/04 18:41
S237	1	S235 and expect\$2	US-PGPUB; USPAT	OR	OFF	2009/08/04 18:42
S238	49	(US-20050154718-\$ or US- 20050256766-\$ or US- 20010042064-\$ or US- 20010047354-\$ or US- 20010051940-\$ or US- 20030028529-\$ or US- 20030033292-\$ or US- 20030120646-\$ or US- 20030208474-\$ or US- 20030212648-\$ or US- 20050223000-\$ or US- 20060100988-\$ or US- 20060136404-\$ or US- 20060143096-\$ or US- 20060155728-\$ or US- 20060190354-\$ or US- 20060206355-\$ or US- 20060212437-\$ or US- 20060212447-\$ or US- 20090119276-\$ or US- 20050154717-\$ or US- 20040220914-\$ or US- 20050065928-\$ or US- 20050149396-\$ or US- 20080255937-\$ or US- 20050004835-\$).did. or (US- 20080040329-\$ or US- 20080059258-\$ or US- 20080097969-\$ or US- 20080313164-\$ or US- 20090119261-\$ or US- 20090171746-\$ or US- 20040133471-\$ or US- 20040162757-\$ or US- 20070067225-\$).did. or (US- 6269361-\$ or US-6564208-\$ or US-6711567-\$ or US- 6978263-\$ or US-6983272-\$ or US-7035812-\$ or US- 7043471-\$ or US-7054857-\$	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:34



		or US-7076479-\$ or US-7092901-\$ or US-7110993-\$ or US-7363300-\$ or US-7464079-\$ or US-7483886-\$).did.				
S239	31	S238 and (group or set) near (ads or advertis\$6)	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:34
S240	3	S238 and (group or set) near (ads or advertis\$6) with (rank or ranking or promote)	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:35
S241	0	S238 and (group) same (ads or advertis\$6) with (rank or ranking or promote)	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:35
S242	252	(group) same (ads or advertis\$6) with (rank or ranking or promote)	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:36
S243	20	(group) near (ads or advertis\$6) with (rank or ranking or promote)	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:36
S244	113	(group) same (ads or advertis\$6) with (promote)	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:38
S245	24	(group) with (ads or advertis\$6) with (promote)	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:38
S246	1	(group) with (ads or advertis\$6) with (demote)	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:39
S247	1	"group of " with (ads or advertis\$6)	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:40
S248	1	"group of " near (ads or advertis\$6)	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:41
S249	1	"group of " same (ads or advertis\$6)	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:41
S250	1	"20020144263"	US-PGPUB; USPAT	OR	OFF	2009/08/05 22:53
S251	2	"20040267806"	US-PGPUB; USPAT	OR	OFF	2009/08/05 23:00
S252	20	expected adj ctr	US-PGPUB; USPAT	OR	OFF	2009/08/05 23:43
S253	47	expected adj click adj through adj rate	US-PGPUB; USPAT	OR	OFF	2009/08/05 23:43
S254	9	normalize near down	US-PGPUB; USPAT	OR	OFF	2009/08/06 20:54
S255	7	normalizing near down	US-PGPUB; USPAT	OR	OFF	2009/08/06 20:55
S256	555	normalizing same down	US-PGPUB; USPAT	OR	OFF	2009/08/06 20:55
S257	0	normalizing same down near listing	US-PGPUB; USPAT	OR	OFF	2009/08/06 20:56
S258	0	normalizing same down same listing	US-PGPUB; USPAT	OR	OFF	2009/08/06 20:56

S259	76	normalizing same down and listing	US-PGPUB; USPAT	OR	OFF	2009/08/06 20:56
S260	574	normalized same down and listing	US-PGPUB; USPAT	OR	OFF	2009/08/06 20:57
S261	69	S260 and advertis\$6	US-PGPUB; USPAT	OR	OFF	2009/08/06 20:59
S262	122	normaliz\$3 near search	US-PGPUB; USPAT	OR	OFF	2009/08/06 21:00

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